POWERFORCE™

We make in-store marketing work.

Ray A. Mowrey
Vice President Sales
203-355-4220

June 24, 1994

Ms. Edna Moore
Group Manager
Philip Morris USA
120 Park Avenue
New York, NY 10017-5592

Dear Edna:

It was a pleasure to meet with you on June 9, 1994. We truly appreciate you taking the time out to hear about what Powerforce has to offer. Hopefully, our companies will find ways to mutually benefit one another in the near term. I have enclosed our brochure, for your future application, which explains Powerforce and the services we offer.

Powerforce is an established and proven source of part-time sales merchandisers and in-store marketing services with over 15 years of hands-on experience across all trade classes, nationally.

Our consultative approach provides you a comprehensive ***custom*** program to ***fit your*** specific merchandising needs. You can choose a dedicated, long-term program, or Flex Force short-term assistance for special promotions and projects.

Total Merchandising Power from Powerforce includes all the in-store services you may need:

- Resets
- In-store sampling/demos
- New product cut-ins
- Display set-up, placement, and maintenance

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Source: https://www.industrydocuments.ucsf.edu/docs/gnpn0004

- Basic merchandising for good shelf management
- And many more!

Powerforce can customize a retail merchandising program that will work for your company.

In addition, please accept the enclosed luggage tag as a reminder to call Powerforce should you require professional execution of your programs at the retail level.

Very truly yours,

Ray A. Mowrey
Vice President of Sales
Northeastern Region

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